



**WBTV**  
**One Julian Price Place**  
**Charlotte, NC 28208**  
**(704) 374-3500**

# CONTRACT

<u>Contract / Revision</u> 817744 /		<u>Alt Order #</u> 06306880
<u>Product</u> <b>AMERICAN CROSSROADS</b>		
<u>Contract Dates</u> <b>10/02/12 - 10/08/12</b>		<u>Estimate #</u> <b>953</b>
<u>Advertiser</u> <b>American Crossroads</b>		<u>Original Date / Revision</u> 09/06/12 / 09/11/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WBTV</b>	<u>Account Executive</u> Dave Clark	<u>Sales Office</u> Telerep-Washin
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 11	<u>Product Code</u> 27
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Crossroads Media**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WBTV	10/05/12	10/05/12	Let's Make A Deal	3-4p		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	----1--				1	\$900.00			
N 2	WBTV	10/08/12	10/08/12	Let's Make A Deal	3-4p		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$900.00			
N 3	WBTV	10/06/12	10/06/12	ACC Football Reg Season	12n-330p		:30			NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----2-				2	\$4,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WBTV	10/01/12-10/07/12	ACC Football Reg Season	12n-330p	-----Sa--	:30		<del>\$4,000.00</del>	NM		
			See MG 3.3									
	2	WBTV	10/01/12-10/07/12	ACC Football Reg Season	12n-330p	-----Sa--	:30		<del>\$4,000.00</del>	NM		
			See MG 3.3									
	3	WBTV	10/07/12-10/07/12	NFL EARLY GAME	1P-4P	-----Su	:30		\$8,000.00	NM		
			Ⓜ MG for 3.2,3.1									
N 4	WBTV	10/06/12	10/06/12	NCAA Football Reg Game 2	330p-7p		:30			NM	2	\$12,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----2-				2	\$6,300.00			
N 5	WBTV	10/07/12	10/07/12	NFL Early Game	1-4p		:30			NM	1	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$12,500.00			
N 6	WBTV	10/07/12	10/07/12	Amazing Race	8-9p		:30			NM	1	\$5,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$5,800.00			
N 7	WBTV	10/04/12	10/04/12	Let's Make A Deal	3-4p		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---1---				1	\$900.00			
N 8	WBTV	10/02/12	10/02/12	Let's Make A Deal	3-4p		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-1-----				1	\$900.00			
N 9	WBTV	10/03/12	10/03/12	Let's Make A Deal	3-4p		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**WBTV**  
**One Julian Price Place**  
**Charlotte, NC 28208**  
**(704) 374-3500**

<u>Contract / Revision</u> 817744 /		<u>Alt Order #</u> 06306880
<u>Contract Dates</u> 10/02/12 - 10/08/12	<u>Product</u> AMERICAN CROSSROADS	<u>Estimate #</u> 953
<u>Advertiser</u> American Crossroads		<u>Original Date / Revision</u> 09/06/12 / 09/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-- 1----				1	\$900.00			
Totals											10	\$43,400.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/08/12	10	\$43,400.00	\$36,890.00
<b>Totals</b>	10	\$43,400.00	\$36,890.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.